INSTRUCTIONS TO CANDIDATES

1. Immediately after the commencement of the Examination, you should check that this Booklet does not have any unprinted or torn or missing pages or items, etc. If any of the above defects is found, get it replaced by a Complete Question Booklet of the available series.

2. Write clearly the Question Booklet Version Code A, B, C, D or E, in the appropriate space provided for the purpose, in the OMR Answer Sheet.

3. Enter the name of the Subject, Reg. No., Question Booklet version code and affix Signature on the OMR sheet. As the answer sheets are designed to suit the Optical Mark Reader (O.M.R.) system, special care should be taken to fill those items accurately.

4. This Question Booklet contains 55 questions, Part – A contains 40 questions of one mark each and Part – B contains 15 questions of two marks each. All questions must be attempted. Each question contains four answers, among them one correct answer should be selected and shade the corresponding option in the OMR sheet.

5. All the answers should be marked only on the OMR sheet provided and only with a black or blue ink ball point pen. If more than one circle is shaded / wrongly shaded / half shaded for a given question no marks will be awarded.

6. Questions are in both English and Kannada. If any confusion arises in the Kannada version, please refer to the English version of the questions.

7. Immediately after the final bell indicating the closure of the examination, stop making any further markings in the OMR Answer Sheet. Be seated till the OMR Answer Sheet is collected. After handing over the OMR Answer Sheet to the Invigilator you may leave the examination hall.
PART – A

Answer all questions. Each question carries one mark. (1x40=40)

1. The act of turning new and imaginative ideas into reality is called
   a) Creativity
   b) Motivation
   c) Leadership
   d) None of these

2. Who is the father of Modern Creativity?
   a) Paul Torrance
   b) Edison
   c) Thomas
   d) Albert

3. “Creativity is seeing what everyone else has seen, and thinking what no one else has thought.” Who said this?
   a) Albert Einstein
   b) Thomas
   c) Robert Franklin
   d) Robin

SPACE FOR ROUGH WORK
4. Who developed creativity process?
   a) Robert Franklin
   b) Graham Wallis
   c) Paul Torrance
   d) George

5. _________ and _________ activities are associated with better focus, enhanced memory and great ability to learn.
   a) Physical activity
   b) Exercise
   c) Exercise and physical activity
   d) Imagination
6. Name the only Indian Musician to have won Oscar and Grammy Award.
   a) Shankar Mahadevan  
   b) Santhosh Narayanan  
   c) Amit Trivedi  
   d) A. R. Rahman

7. Who found Microsoft?
   a) Thomas Edison  
   b) Steve Jobs  
   c) Albert  
   d) Bill Gates

8. _______ introduced a “Four C” mode 1 of creativity.
   a) James C. Kaufman and Beghetto  
   b) Robinson and Anna Craft  
   c) Ken Robinson  
   d) Margaret Boden

SPACE FOR ROUGH WORK
9. Narayana Murthy is the founder of
   a) Wipro          b) Accenture
   c) Airtel         d) Infosys

10. When was Airtel found?
    a) 1995          b) 2012
    c) 2015          d) 2006

11. Among six thinking hats, white hat symbolises
    a) Emotions      b) Facts
    c) Logic         d) Control

12. Creativity is symbolised by ________ coloured hat.
    a) Red hat       b) Green hat
    c) Yellow hat    d) Blue hat

    ________ hat?   ________ hat?
    a) सीधी          b) बीती
    c) घाटी          d) अली
13. Creativity is derived from the Latin word
a) CREO  b) CREATIT  
c) CREATIV  d) CREOS

14. “WIPO” stands for
a) World Intellectual Patent Organisation  
b) World Intellectual Planing Organisation  
c) World Intellectual Property Organisation  
d) World Intellectual Proprietary Organisation

“WIPO” ಎಂದರೆ
a) ವ್ಯೂಹ ಪತ್ರಕ ಮೂಲಕ ರಚನಾ ಕ್ರಮವಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿರಬಹುದಾಗಿದ

15. _______ is a legal monopoly.
a) Patent  b) AGMARK  
c) Brand  d) Copyright

A
16. Innovation is derived from the Latin word
   a) Innovation    b) Innovatus
   c) Innovity      d) Innova

17. Who is/are the founder of Redbus?
   a) Phanindra Sama
   b) Charan Padmaraju
   c) Sudhakar Pasupunuri
   d) All the above

18. In which city Ola Cab was introduced for the first time?
   a) Mumbai        b) Delhi
   c) Bangalore     d) Chennai
19. Flipkart was founded in the year
   a) 2000  
   b) 2007  
   c) 1995  
   d) 1985

20. Which of the following cannot be covered under the copyright protection?
   a) Poems and songs  
   b) Computer hardware  
   c) Models and sculpture  
   d) Computer software

21. The symbol of Maharaja of Air India is
   a) Copyright  
   b) Patent  
   c) Trademark  
   d) All of the above
22. The rights of a patentee are
   a) Sell or distribute
   b) License
   c) Assign the property to others
   d) All the above

23. The trademark of airtel is combination of
   a) red and white
   b) blue and white
   c) black and white
   d) green and white

24. In India, the literary work is protected until
   a) Lifetime of the author
   b) 25 years after the death of author
   c) 40 years after the death of author
   d) 60 years after the death of author
25. Innovation is
   a) Idea
   c) Curiosity
   b) Innovation
d) Create
   a) समाधान
   रेपुडकाळ
   रेपुडकाळ

26. Trademark law protects
   a) Words, symbols or devices that differentiate goods and services from one another
   b) Brand names
c) Names of specific people and places
d) Inventions that feature utility function
   अनुसंधान व विकास वर्गीयकरण सहायता
   a) वाक्य, अंके, अक्षर, ब्रांड, जीवन, तरीके 
   रेपुडकाळ
   रेपुडकाळ
   रेपुडकाळ
   रेपुडकाळ

27. Whatsapp was founded by
   a) Sachin Bansal
   c) Jan Koum and Brian Acton
   b) Binny Bansal
d) Ankit Bhati
   a) सार्चिन बंसल
   जेन कुम आणि ब्राइन अक्टोन
   बिन्य बंसल
   एंकित भाती
   a) सार्चिन बंसल
   जेन कुम आणि ब्राइन अक्टोन
   बिन्य बंसल
   एंकित भाती
28. Copyright is sometimes called a
   a) Additional right
   b) Negative right
   c) Moral right
   d) Positive right

29. Ikebana is Japanese art of
   a) Paper craft
   b) Dress designing
   c) Vegetable carving
   d) Flower arrangement

30. The National Song of India was composed by
   a) Rabindranath Tagore
   b) Bankim Chandra Chatterjee
   c) Iqbal
   d) Jai Shankar Prasad

   a) स्तव्योदय अनन्तर
   b) वशोत्सवसंग अनन्तर
   c) अनन्तर
   d) गुरु कर्मचारी
31. Dr. M. S. Subbalakshmi has distinguished herself in the field of
   a) Kathak
   b) Bharatanatyam
   c) Playing violin
   d) Vocal music

32. Taj Mahal was built on the bank of which river?
   a) Brahmaputra
   b) Krishna
   c) Bhagirathi
   d) Yamuna

33. 'Yakshagana' belongs to
   a) Jharkhand
   b) Punjab
   c) Karnataka
   d) Assam

34. Mobile Theatres exist only in
   a) Assam
   b) Kashmir
   c) Chhattisgarh
   d) Manipur
35. 'Panchatantra' was written by
   a) Kuvempu                       b) Pampa
   c) Tulsi Das                     d) Vishnusharma

36. 'Jataka' is the stories of birth of
   a) Shiva                         b) Vishnu
   c) Bheema                        d) Buddha

37. Rabindranath Tagore was the first non European winner of the nobel prize awarded for
   a) Literature                     b) Architecture
   b) Sculpture                     d) Art

   ನರಸಂಹಾರದಿಲಾಗಿಯು ಜನ್ಮಪ್ರಶಸ್ತಿನಲ್ಲಿ ಕೂಡಿದ ಪ್ರಶಸ್ತಿಯನ್ನು ರಾಬ್ಧೆಂನ ಪ್ರಶಸ್ತಿಯನ್ನು ಬೇಜಿದ
   a) ಲಿಟರೇಚರ
   b) ಆರ್ಕಿಟೆಕ್ಟರ್
   c) ಸ್ಪೂಲ್ಚರ್
   d) ಎಂಟ್
38. The Lotus temple is located in
   a) New Delhi
   b) Bihar
   c) Mumbai
   d) Maharastra

39. Indian literature is one of the _________ in the world.
   a) Richest and oldest
   b) Richest and cheaper
   c) Richest and costlier
   d) Costlier and cheaper

40. ‘Ramayana’ was written by the poet
   a) Kabir Das
   b) Vyasal
   c) Pampa
   d) Valmiki
PART – B

Answer all questions. Each question carries two marks. (2x15=30)

41. Airtel ringtone is composed by
   a) A. R. Rahman
   b) Shankar Mahadevan
   c) Amit Trivedi
   d) Santhosh Narayanan

42. What is full form of MTR?
   a) Mandy Tiffin Restaurant
   b) Mavalli Tiffin Room
   c) Mavalli Trading Room
   d) None of these

MTR ಎಂಬುದು ಎಂದು ಆಧರಿಸಿ:
   a) ರಾಸ್ತೆಕ್ಕೆ ಬರುವ ಭಾರತ
   b) ಹುಟ್ಟು ನಡೆದ ಭಾರತ
   c) ಮಾದರಿಯಲ್ಲಿ ಬರುವ ಭಾರತ
   d) ಮಾದರಿಯಲ್ಲಿ ನಡೆದ ಭಾರತ
43. Reliance Industries is headed by
   a) Mukesh Ambani
   b) Anil Ambani
   c) Vijay Mallya
   d) Narayan Murthy

44. Who is the brand ambassador for advertising Big Basket?
   a) Amir Khan
   b) Shahrukh Khan
   c) Abhishek Bachchan
   d) Salman Khan

45. Udaya TV is owned by
   a) Sneha Television Network
   b) Sun Network
   c) Udaya Network
   d) Colors Network
46. Which of the following is not an Intellectual Property Law?
   a) Customs Act, 1962
   b) Trade Mark Act, 1999
   c) Patent Act, 1970
   d) Design Act, 2000

47. One of the main aims of creativity in advertising is to gain
   a) Brand Loyalty
   b) Interest
   c) Awareness
   d) Attention
48. Successful creativity leads from identifying a client's
   a) Needs
   b) Budget
   c) Location
   d) History

49. Innovation is a specific function of
   a) Corporate
   b) Market
   c) Entrepreneurship
   d) Technology

50. The caves of ____________ are famous for their Mural paintings.
   a) Hampi
   b) Bellur
   c) Ajanta and Ellora
   d) Srirangapatnam

   ____________ are famous for their Mural paintings.
51. The classical Indian dance __________ originated from Tamil Nadu.
   a) Bharatanatyam
   b) Kuchupudi
   c) Mohiniattam
   d) Garbha

52. Discovery is derived from the word
   a) Discover
   b) Disco
   c) Discoopire
   d) Discoop

Discovery __________ disooppu disooppu.
   a) Discover
   b) Disco
   c) Discoopire
   d) Discoop
53. The whole of South India was ruled by ___________ Empire.
   a) Vijayanagar
   b) Chola
   c) Chera
   d) Mughal

54. Folk paintings are diverse in
   a) India
   b) China
   c) Pakistan
   d) Sri Lanka

55. Where is Taj Mahal built?
   a) Agra
   b) Haryana
   c) Punjab
   d) Maharastra